

BHM- 105: Basics of Communication

Course Objectives: *The basic objective of the course is to help the students to acquire and develop communication skills necessary for efficient management, and also to understand the significance of effective communication in an organization. The module has been designed keeping in mind the various aspects of communication necessary for day-to-day transactions with Special reference to Hotels, Restaurants and other Hospitality Institutions.*

Module – I Essentials of Grammar

- Parts of speech
- Punctuation
- Vocabulary building
- Phonetics

Module – II Letter & Resume writing

- Types of letters- Formal/informal
- Drafting applications
- Preparing the Resume

Module – III Effective Speaking in Hospitality Business

- Generic queries vs. Restaurant and Hotel terminology
- Significance of polite communication in the context of hoteliering
- Communication with/in group
- Qualities of a good Speaker

Module – IV Interviews and Public Speaking:

- Interviews
- Debates
- Discussions
- Speeches
- Seminar Talks

Module – V Speech improvement

- Pronunciation, stress and, accent
- Significance of effective of Speech in hospitality industry, especially in hotels.
- Common phonetic difficulties and Connective drill Exercises
- Acquaintance with frequently used foreign sounds – need and significance
- Telephonic communication – nature, scope and relevance in the context of hotel industry
- Developing Telephone Skills – principles and practices

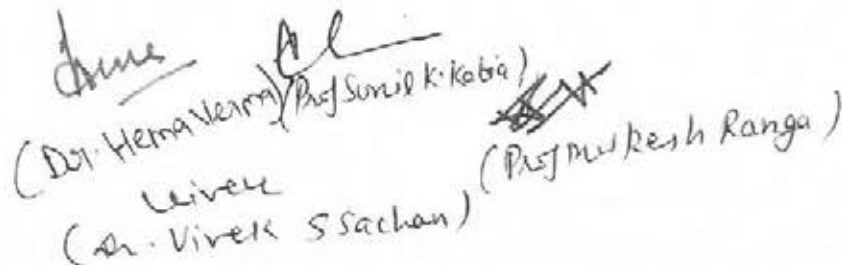
Suggested Readings:

.Kaul Asha, 'Business Communication' Prentice Hall of India, New Delhi 1999

Lesikar, Pettit, 'Business Communication' Richard Irwin Inc., All India Traveller Bookseller Delhi 1996

Murphy and Hildbrandt, 'Essentials of Business Communication', Mc Graw Hill International, New York

Parag Diwan And Agarwal, *Business Communications*


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(Dr. Virek S Sachan)

BHM- 106: Introduction to Hospitality Industry

Course Objective: The course has been designed to inculcate basic understanding on 'conceptual', developmental' and 'structural' perspectives of Hospitality Sector with special reference to Hotel and Hoteliering Business.

Module I:

- Hospitality: Origin of the concept; meaning, nature & dimensions.
- Accommodation: Type and forms; changing concepts over time.
- Origin and growth of Hotel industry with special reference to India.
- Distinction between Hotel, Motel and Resorts. Types of Motels, Emerging dimensions of Heritage Hotels
- Type and forms of hotels: Classification, Registration and Gradation of hotels in Indian context.

Module II:

- Core departments of a standard hotel: Front Office, Food Production, F&B Service, Housekeeping and Back office etc.
- Organizational structure of a standard international hotel.
- Linkages and Integration in hotel and hoteliering business: Inter-sectoral and Intra-sectoral.
- Front Office – Functions, significance and scope

Module III:

- Housekeeping Operations Organization and Functions
- Study of Ancillary departments with Linen Room and Laundry Operations
- Food Production Department – Key Functions, scope and significance
- Food and Beverages Service – Main Functions, Operations, scope and significance Management of F&B

Module IV:

- Manpower requirement in hotel sector
- Existing training institutions/faculties with special reference to India.
- Marketing of hotel services, opportunities, scope and constraints, especially in Indian context.
- Impact of hotels on National, regional and local economy

Module V:

- Role of public sector in the development of Hotel and Hoteliering sector in India; Contribution of I.T.D.C. and State Tourism Departments/Corporations.
- Multinational hotel chains and their impact on hoteliering business with special reference to Developing countries; Major Multinational Hotel chains operating in India.
- Hotel Marketing
- Practices, Approaches, Constraints and Challenges.
- Present status of Hotel Business in India
- Status and Scope

Levek
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Hema
(Dr. Hema Verma)

Sunil K. Kabra
(Prof. Sunil K. Kabra)

Mukesh Ranga
(Prof. Mukesh Ranga)

Suggested Readings:

Andrews, Sudhir : Hotel Front office, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Hotel House keeping, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Food and Beverage Service, Tata Mc Graw Hill, New Delhi.

Paul R. Dittmer, Gerald G. Grifin : Dimensions of the Hospitality Industry, Van Nostrand reinhold New York.

Peter Jones : Introduction to Hospitality Operation, Cassell, New York.

Fred Lawson : Hotels & Resorts, Planning, Design and Refurbishment, Butter worth Architecture, Oxford.

Donald E. Lindbergh : The Hotel and Restaurant Business, Van Nostrand Reinhold, New York.

Lower
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Practical:

Practice of ;

Flower arrangements,

Flower arrangements for guest rooms, lobbies, restaurant and banquets

Preparing budgets, rotas. and maintenance of purchasing and personnel records

Suggested Readings:

Andrews Sudhir, Hotel Housekeeping Manual, Tata McGraw Hill.

Branson & Lennox, Hotel Housekeeping, Hodder & Stoughton.

A.C. David, Hotel and Institutional Housekeeping.

Wellek, Hotel Housekeeping.

Professional Management of Housekeeping Operations, Martin Jones, Wiley.

Accommodation and Cleaning Services, Vol.I & Vol.II, David.Allen, Hutchinson.

BHM- 605: Environment Management**Module - I**

- Environment: Definition, concept and scope
- Physical and Biotic Components of Environment
- Environment Management System and 14001, Environment Policy , Aspects, Environment Management Programme

Module - II Operating Guidelines and self – audit checklist for various departments in a Hotel

- Administrative Offices
- Front Office/Kitchen / F & B Outlets/Housekeeping and Laundry
- Swimming Pool and Health Club
- Out doors Landscaping etc

Module - III – Best practices in Hotels

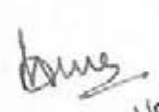
- Energy Management
- Water Conservation
- Waste control & management
- Indoor air and pollution control
- Eco purchasing
- Hazardous chemical reaction and safeguards

Module - IV: Alternate Technologies

- Non conventional Energy
- Waste water treatment and Pollution control
- Solid waste management
- Indoor Air Quality
- Rain Harvesting

Module V: Environment Legislation

- Introduction to Legal and Regulatory Framework
- Salient features of The Air (Prevention & Control of pollution)Act , 1981;
- The Water(Prevention and Control of Pollution)Act, 1974;
- The Noise Pollution (Regulation and Control) Rules 2000
- The Environment (Protection) Act 1986


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Livesh
(Dr. Livesh S. Sachan)

BHM- 705: Financial Management

Objectives: This course has been design to develop understanding of the students on the financial aspects of planning and decision making

Module I- Nature of Financial Management:

- Concept of Financial Management: Meaning, Nature and Scope. Changing Role of a Funds Manager,
- Functional Aspects of Funds Managers: Financing Decisions, Investment Decisions and Dividend Decision etc.,
- Financial Goals, Financial Control,
- Financial Planning in Tourism and Hotel Industry.

Module II- Financial Planning:

- Time Value of Money and Its application
- Sources of Short Term, Medium Term and Long Term finance
- Capitalization and capital structure: Meaning and concept. Theories of capitalization- Brief Overview
- Cost of Capital
- Leverage Analysis: Operating and Financial Analysis
- Capital Budgeting Decision: Pay Back Period, Accounting Rate of Return, NPV, IRR, Profitability Index.
- Profit Planning: Break Even Analysis and Cost Volume and Profit (CVP) Analysis

Module III - Budget and Budgetary Control:

Budget- Concept, Types and Preparation Perspectives; Benefits and limitations of budget and budgetary control.

Module IV - Financial Analysis:

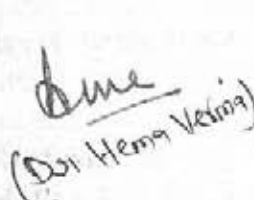
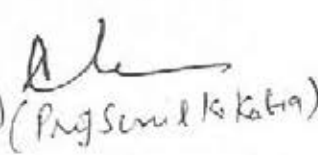
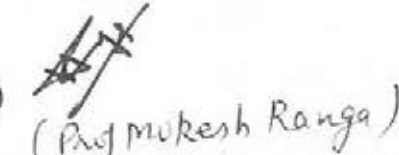
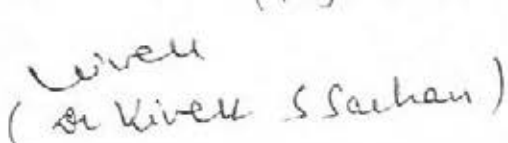
- Nature of Financial Analysis
- Significance of Financial Analysis
- Types of financial analysis,
- Tools of financial analysis: Common Size, Comparative Statement, Ratio Analysis.
- Funds flow & cash flow statements

Module V - Working Capital Management:

- Concept, Importance & scope, determinant of working capital, operating cycle and estimation of working capital.

Suggested Readings:

Pandey, I.M., *Financial Management*, Vikash Publishing House.
Srivastava, R.M., *Financial Management*, Himalaya Publishing House.
Van Horne, *Financial Management and Policy*, Pearson Education.
Ravi M Kishore, *Management Accounting*, Taxmans Publications.

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- Central committee for food standards, central food laboratory,
- Food inspector & their duties and powers

Module V- Introduction to Merchantile Law

- Brief study & implication of the following laws in hotel industry
- Law of contract – Definition, essential elements of contract
- Sales of goods Act – definition rights of seller, purchaser, guarantee & warranty
- Partnership Act – Types, duties & responsibilities, termination of Partnership
- Industrial Law – Payment of wages act, minimum wages, Industrial dispute act

Suggested Readings:

Introduction to Law – Kapoor (Taraporevala, Mumbai)
Commercial Law – Kapoor (Sultan Chand, Delhi)
Reserve Bank of India Guidelines
Satyendra Singh Malik: Ethical, Legal and Regulatory aspect of Tourism Business.
Indian Tourism Act 1992, (Govt. of India).
Company Laws – N.D. Kapoor
Business Laws – K.R. Mulchandani

BHM- 807 Organizational Behaviour

Objectives: *This module would help the students to understand the key dimensions, processes and influences upon human behaviour at the level of individual, as also in the context of work organization.*

Introduction:

- Organizational Behaviour: meaning and scope
- Introduction to Evolution of Organizational Behaviour
- Functions, Skills and Role of Managers.
- Systems Approaches for Understanding Organization

Basic Human Processes I:

- Learning: Definition, Learning Process; Theories of Learning (Classical Conditioning, Operant Conditioning, Social Learning)
- Perception: Concept of Perception Process, Factors Influencing Perception, Perceptual Errors, Self-Fulfilling Prophecy.

Basic Human Process II:

- Communication: Definition, functions, process of communication, gateways and barriers to communication, basic forms of communication
- Personality: Concept & Determinants of Personality, Theories of Personality (Type theories, Trait Theories, Psycho analytical Approach)

Module IV- The Individual in the Organization:

- Values: Definition, and Types
- Attitudes: Definition, Functions, Nature, and Changing Attitudes.

Lawrence
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